

## Message Text

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13  
ACTION NEA-10

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R 290532Z AUG 76  
FM AMEMBASSY KUWAIT  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6091  
AMEMBASSY ATHENS  
AMEMBASSY TEHRAN

UNCLAS KUWAIT 4111

ATHENS FOR RTDO

E.O. 11652: N/A  
TAGS: BEXP, KU  
SUBJECT: NEW KUWAITI COMPANY SEEKS U.S. TRADING PARTNERS

1. RECENTLY ESTABLISHED LOCAL FIRM, SANITARY WARE CO., S.A.K., HAS ASKED EMBASSY ASSISTANCE IN CONTACTING U.S. MANUFACTURERS OF FOLLOWING PRODUCTS: BATHROOM SETS, BATHROOM FIXTURES, WALL AND FLOOR TILES, MOSAIC TILES, WATER HEATERS AND FILTERS, BRASS BIBBS AND FAUCETS, CAST IRON MANHOLE COVERS, GALVANIZED PIPES AND FITTINGS, CAST IRON PIPES AND FITTINGS, FIRECLAY AND STEEL SINKS, CAST IRON AND ENAMELED STEEL BATHTUBS AND KITCHEN FURNITURE.

2. COMPANY IS 25 PERCENT OWNED BY GOK WITH REMAINING SHARES HELD BY PRIVATE BUSINESSMEN OR COMPANIES. COMPANY ESTABLISHED JUNE 1976 WITH AUTHORIZED CAPITAL OF 6.75 MILLION KUWAITI DINARS (1 KD EQUALS U.S. \$3.50). COMPANY DIRECTORS INITIALLY INTERESTED IN TRADING IN ABOVE ITEMS AND ARE CONSIDERING MANUFACTURE OF SANITARY WARES IN THE FUTURE. EMPHASIS NOW IS ON CONTACT WITH FOREIGN SUPPLIERS FOR TRADING.

3. EMBASSY REQUESTS ADDRESSEES GIVE THIS COMPANY WIDE PUBLICITY. WITH APPROX. 40,000 UNITS OF PUBLIC HOUSING  
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TO BE BUILT IN COMING EIGHT TO TEN YEARS PLUS CONTINUED

GROWTH OF PRIVATE SECTOR HOUSING, ITEMS MENTIONED ABOVE WILL BE IN CONSTANT DEMAND. AS ALWAYS, PRICE WILL BE IMPORTANT AND COMPETITION FROM EUROPEAN MANUFACTURERS AND ASIAN MANUFACTURERS WILL PROBABLY BE KEEN. EMBASSY ENCOURAGES U.S. FIRMS TO SUBMIT CATALOGUES ON FULL LINE OF PRODUCTS RANGING FROM LOWER PRICED LINES, WHICH WOULD PROBABLY BE USED IN LOW INCOME HOUSING PROJECTS, TO MEDIUM AND HIGHER PRICED LINES SUITABLE FOR PRIVATE HOUSING AND UPPER RANGES OF GOK PUBLIC HOUSING PROGRAM. SANITARY WARE CO. HAS ALSO ASKED FOR COMPANIES DEALING IN MORE EXPENSIVE, "LUXURY" ITEMS SUCH AS CHROMIUM PLATED AND ONYX BATHROOM FIXTURES.

4. INTERESTED FIRMS CAN CONTACT MR. ABDULMALEK AL-DUAIJ, GENERAL MANAGER, SANITARY WARE CO., P.O. BOX 21999 SAFAT, KUWAIT, KUWAIT. CABLE: SANIWARE, KUWAIT. COMMERCIAL OFFICE, U.S. EMBASSY, P.O. BOX 77, KUWAIT, KUWAIT WILL ALSO BE HAPPY TO FORWARD BROCHURES OF U.S. FIRMS.

5. COMMENT: EMBASSY WISHES TO MAKE CLEAR THAT THIS KUWAITI FIRM HAS NOT YET WON ANY TENDERS FOR SUPPLY TO GOVERNMENT OR PRIVATE PROJECTS BUT WITH 25 PERCENT GOK PARTICIPATION AND PRESENCE ON BOARD OF DIRECTORS OF SEVEN PROMINENT KUWAITI BUSINESSMEN, FUTURE OF SANITARY WARE CO. LOOKS VERY GOOD.  
MAESTRONE

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